

# PELAGIC and OMNICONVERT

**+13.05%** increase in Conversion Rate and  
**+10.05%** increase in Revenue

**achieved by improving content readability on desktop PDPs**

INDUSTRY

**APPAREL / OUTDOOR GEAR**



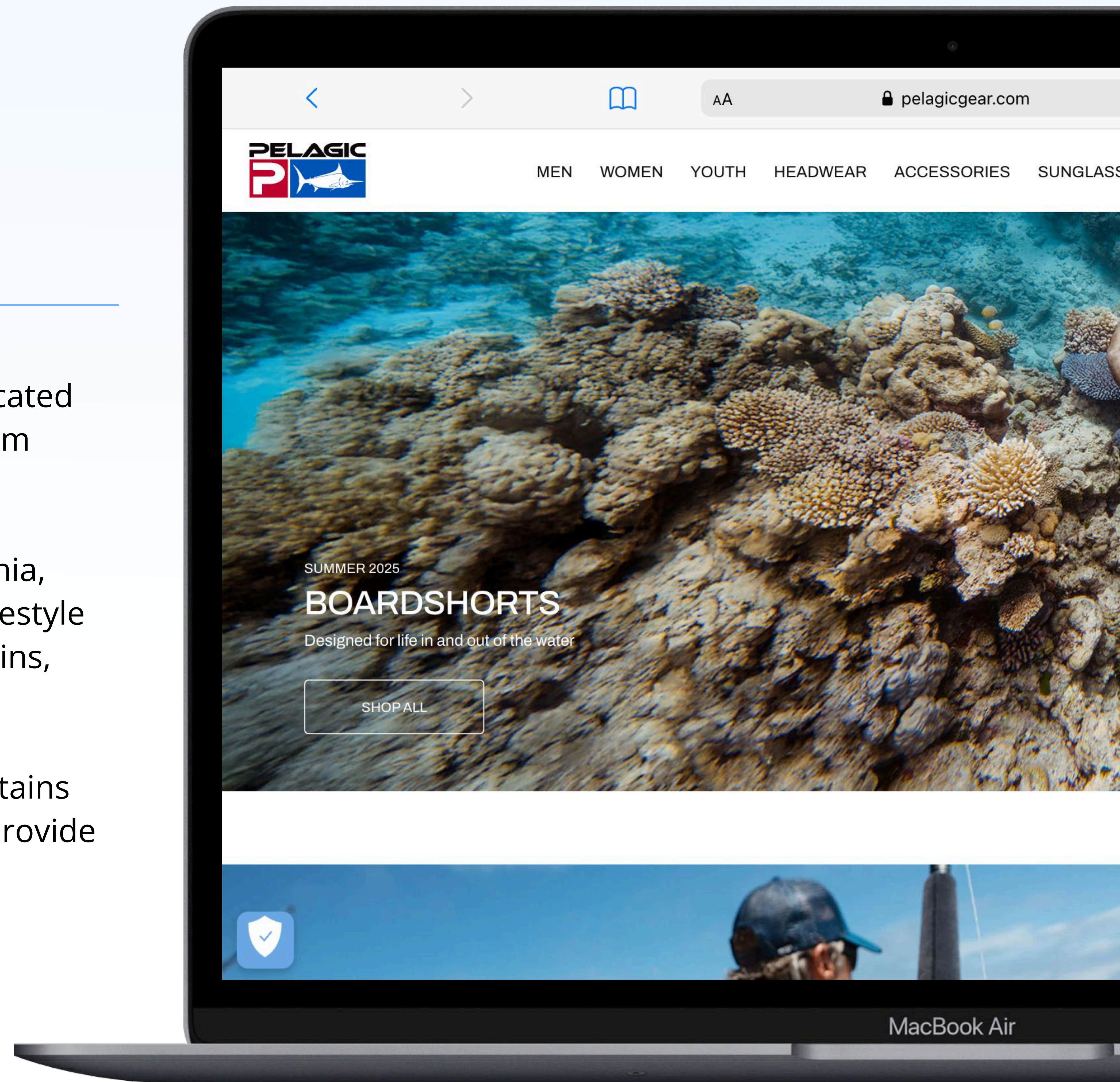


## ABOUT PELAGIC

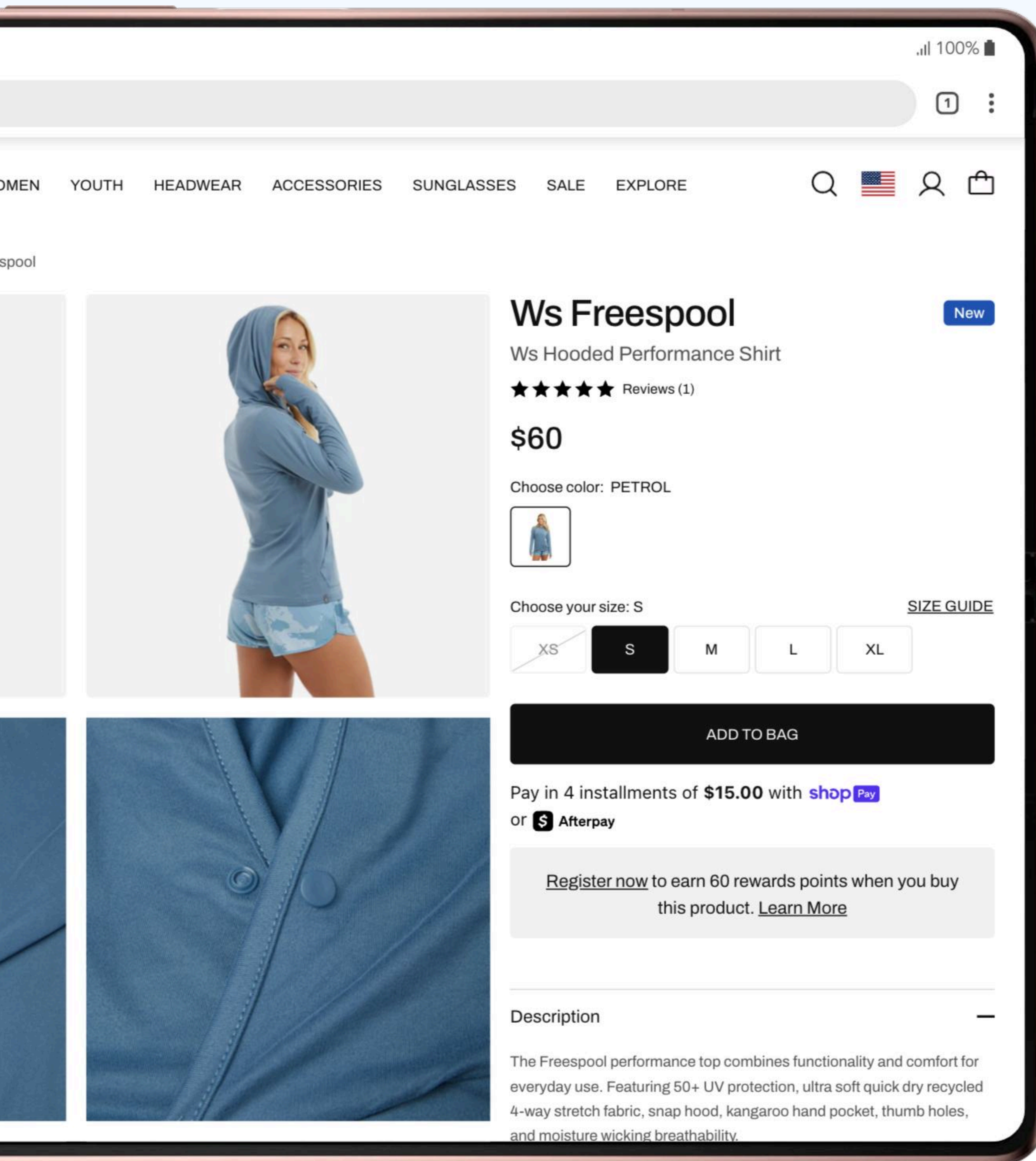
For over 20 years, PELAGIC has provided the dedicated waterman with the best technical apparel, premium polarized optics, and ocean-inspired gear.

Founded in 2002 off the coast of Southern California, PELAGIC was inspired by a love for the offshore lifestyle and the need for products that professional captains, mates, deckhands, and waterman could rely on.

PELAGIC has used years of feedback from top captains and mates from the oceans around the world to provide ultimate performance.







## THE CHALLENGE





On PELAGIC's product detail pages, the product description text was displayed using a small 12px font size on desktop. This made it harder to read, especially for users on high-resolution monitors or those who rely on clearer typography for accessibility and ease of scanning.

Because product descriptions often contain important information related to materials, fit, and performance, improving legibility was a straightforward opportunity to reduce friction and support confident purchasing decisions.



# THE SOLUTION

## CONTROL



**Description**

The Chubasco rain jacket is your go-to for foul weather conditions. Constructed with water repellant, 4-way stretch, and 2 layer lightweight PVC that provides all day comfort and packability in wet conditions. This jacket features sealed weather resistant zippers, zipper garages, quick-adjust toggled hood cinch, hood brim and Velcro wrist adjusters.

Featuring original Gyotaku art created by Dwight Hwang, this product pays homage to the sea through the traditional method of Japanese fish printing. Learn more about the collection [HERE](#). View more of Dwight's work and the Gyotaku process [HERE](#).





- 2 Layer PVC Shell
- Welded Seams
- 4-Way Stretch
- Water & Stain Repellent
- Zipper Pockets

**Material:** 100% PU/Polyester

**Model Measurements:**

- Wearing: S
- Height: 5'7"
- Bust: 34"
- Waist: 28.5"
- Hips: 38.25"

## VARIATION



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We increased the font size of the product description text from 12px to 15px on desktop PDPs. This simple, focused change aimed to improve readability, reduce eye strain, and ensure that key product information is easy to scan and absorb - without affecting layout or styling elsewhere on the page.



# THE RESULTS

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# CONCLUSIONS

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This experiment proves that even minimal design changes - like adjusting font size - can drive measurable business impact when they improve user experience. Better readability leads to better comprehension, more confident shopping behavior, and ultimately, higher conversion rates.

“Omniconvert’s granular tracking gave us clear, multi-level insights that we were able to use to confidently measure the lift. Because of the platform, we were easily able to distinguish between sessions and unique visitors and focus only on users who were actually exposed to the variation.”

**Eugene Lai - Sr. Director of Ecom & Digital**  
PELAGIC





Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

**Schedule a call with us, and together we'll reduce guesswork and achieve great results.**

[Book a Call Here](#)